

## Rhetorical Stages in Ustadz Abdul Somad's Lecture "Strengthening the Spirit of Unity" on YouTube

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### Abstract

Delivering lectures requires language skills and a language style known as rhetoric. Rhetoric in lectures functions to influence other people to confirm and follow what is said. The aim of the research is to describe and analyze the rhetorical stages in Ustadz Abdul Somad's lecture "Strengthening the Spirit of Unity" on YouTube. This research is called qualitative research using descriptive methods. The primary data source in this research is a video recording of Ustadz Abdul Somad's lecture on his YouTube account which was published on July 10 2024 with the title "Strengthening the Spirit of Unity". The data collection technique used in this research is the watch, listen and note technique. Data analysis is carried out by collecting data, reducing data, presenting (displaying) data, and drawing conclusions/verification. The research results show that Ustadz Abdul Somad has applied 5 stages of rhetoric in delivering his lecture about strengthening the spirit of monotheism, namely: discovery, arrangement, style, delivery, and remembering. Ustadz Abdul Somad is known for delivering identical lectures using Malay and being humorous. In delivering lectures he also always delivers lectures with tafsir and hadith.

**Keywords:** rhetoric; lecture; youtube

### INTRODUCTION

Humans use sound symbols called language to communicate in everyday situations. According to Siregar et al. (2020) that language is the most reliable and efficient communication tool for humans to live side by side in a community which is very important for conveying messages. It is clear from the above point of view that language facilitates human communication and the expression of opinions, aims and objectives and good use of language will facilitate understanding between us and the person we are speaking to.

Rhetorical skills are applied to language both in writing and speaking. According to Noermanzah (2019), rhetoric

refers to the skill of processing language effectively and efficiently in the form of ethos (good character or intention), pathos (evoking the feelings of the reader or listener), and logos (logical evidence) in order to persuade the audience to accept the message in writing or verbally.

The art of speaking, especially in public, to attract the attention of listeners is known as rhetoric. Therefore, rhetoric is very important and is always used in communication activities carried out with the general public and in information conveying activities. One of the activities for conveying information to the general public is a lecture or da'wah activity delivered by a ustadz or ustadzah to his congregation. In Islam,

da'wah is a technique or approach that Muslims use to encourage others to adhere to Islamic principles, which Allah accepts as truth in every area of life.

According to Fadillah et al., c(2023) that efforts to give something to other people in the form of words and actions with the hope of gaining the inclination and desire to practice and uphold the principles of Islamic teachings and the aim of influencing and motivating listeners to follow and adhere to Islamic teachings is called da'wah. Furthermore, according to Irmawati (2021), a ustadz who preaches uses representative methods, simple language, is intelligent, and has the ability to master rhetorical devices so that his message is attractive to his listeners.

According to Zaini (2017), Aristotle's canons, or phases in rhetoric, contain a minimum of five elements, namely, discovery, organization, style, delivery and memory which are needed for a good speech. Discovery is the way an argument is structured in relation to the purpose of the speech. Most people define discovery as the collection of facts and expertise that a speaker brings to a speaking engagement. A speaker can use this wealth of knowledge to support his or her persuasive strategy. Second is arrangement, this is related to how well the speaker plans his speech. A speech usually consists of an introduction, body and conclusion. Third is style, namely the way language is used to express ideas. Fourth is delivery, a speaker's nonverbal presentation related to his delivery. covers a wide range of actions, including body language, facial expressions, eye contact, voice inflection, spelling, clarity of pronunciation, dialect, and physical attributes. Fifth is memory, which is the speaker's mental archive of discoveries, context and style.

Currently, many ustadz are changing their way of preaching by using social media, including YouTube, as their preaching platform. Da'wah using YouTube social

media is able to provide spiritual encouragement so that people are able to follow developments more focusedly and create a digitally literate society. YouTube has been used by many ustadz and ulama as a means of communicating da'wah and disseminating Islamic content. This has been done by a number of well-known ustadz, especially Ustadz Abdul Somad.

According to A'raaf et al. (2021) that using YouTube as a da'wah medium has advantages that can be felt directly by users. When delivering his teachings, Abdul Somad often uploads updates on his activities on his YouTube social media account which has 4.52 million subscribers on the Ustadz Abdul Somad Official account. He started his YouTube channel five years ago with the aim of using it as a da'wah platform so that a wide audience could hear what he had to say.

Ustadz Prof. H. Abdul Somad Batubara, Lc. D.E.S.A, Ph.D or abbreviated as UAS is a da'i or professor who was born on May 18 1977 and specializes in the fields of hadith and fiqh. This man who often wears a peci is smart and straightforward in his studies. Because of his unique delivery, many people like his sermons. Moreover, the teachings were simple enough for all social classes to understand. Previously, from 2009 to 2019, he worked as a lecturer at the Sultan Syarif Kamis State Islamic University (UIN Suska), one of the universities in Riau Province. Ustaz Abdul Somad is famous for his hilarious style of delivering sermons. One of the reasons for its increasing popularity among Muslims in Indonesia is the country's rapidly growing internet user base. His lectures on issues of the Qur'an and Sunnah are considered factual and conservative, reflecting his impartial and conservative views on Islam.

One of the lectures on Ustadz Abdul Somad's YouTube account is about strengthening the spirit of monotheism which was broadcast on July 10 2024 and has

received 1.4 thousand likes and 87 comments with a duration of 59.16 minutes. In this lecture, Ustadz Abdul Somad explains about knowing Allah and realizing monotheism in everyday life. In Ustadz Abdul Somad's lecture there are several stages of rhetoric.

Research on rhetoric in lectures has been carried out previously by several researchers, including Fadillah et al. (2023) with the results of his preaching research, Gus Miftah often uses the language style of climax or gradational sentences. Not only climax or gradation sentences, he also uses several climax or gradation sentences, anticlimax, parallelism, antithesis and repetition. In the videos that have been researched, Gus Miftah's language style in preaching on YouTube social media often uses informal word choices and climax or gradation sentence structures. Next, research by Aini (2021) on the rhetorical stages in Ustad Khalid Basalamah's lectures on YouTube found rhetorical stages consisting of discovery, arrangement, style, memory and delivery. And by Zaini (2017) research findings show that Mamah Dedeh generally uses the following rhetorical canons in her sermons: memory, style, delivery, arrangement, and discovery. But Mamah Dedeh had prepared herself well, spoke well, and did not hesitate to repeat what she said during her lecture.

Based on the distinctive language style and stages contained in Abdul Somad's lectures, researchers are interested in using this study as research material regarding the stages of rhetoric. The aim of this research is to describe and analyze the rhetorical stages in Ustadz Abdul Somad's lecture "Strengthening the Spirit of Unity" on YouTube.

## METHODOLOGY

This research is called qualitative research using descriptive methods. The primary data source in this research is a

video recording of Ustadz Abdul Somad's lecture on his YouTube account which was published on July 10 2024. This research is called qualitative research with descriptive techniques. The video clip of Ustadz Abdul Somad's lecture which was posted on his YouTube account on July 10 2024 is the main data source for this research with the title "Strengthening the Spirit of Unity" with the link <https://youtube/ZS5W1bHgmA8?si=ZCqZf9JHWMBDK84N>, while books and articles about Rhetoric theory was used as a secondary data source in this research. Observation, listening and note-taking methods are the data collection methods used in this research. The four key components that together form the Miles and Huberman model are closely related to data analysis in this research Yusuf (2016) which consist of data collection, data reduction, data presentation, and drawing conclusions/verification.

## RESULT AND DISCUSSION

Ustadz Abdul Somad Official is a YouTube account owned by Abdul Somad. The YouTube video of the lecture on the YouTube channel entitled "Strengthening the Spirit of Unity" is 59.16 minutes long and was released on July 10 2024. With a total of 33,000 views. The location of the da'wah activities was held at the Kg Paya Negeri Sembilan Mosque, Malaysia. The following is a view of Abdul Somad's lecture on his YouTube account regarding strengthening the spirit of monotheism.



Figure 1. Display of the lecture on Strengthening the Spirit of Unity on YouTube

Based on the results of data collection and data analysis, research results can be found regarding the stages of rhetoric contained in Ustadz Abdul Somad's lecture on his YouTube account with the title "Strengthening the Spirit of Unity". The research results can be seen in table 1 below:

Table 1. Rhetorical Stages in Ustadz Abdul Somad's Lecture "Strengthening the Spirit of Unity" on YouTube

No	Stages of Rhetoric	Amount	Minute To	Data Description
1	Inventio/Discovery	2	12.15-12.34	- Conceptualize the mind or soul
			19.40-20.04	- The priority of dhikr is to enliven the soul
2	Dispositio/Arrangement	4	2.15-2.32	- Recite basmallah, thanks to Allah and Salawat to the Messenger of Allah
			4.51-5.22	- Provide an introduction to the Soul or Spirit
			30.26-32.45	- A monotheistic soul
			56.46-57.20	- Exclamation at the end of the lecture
3	Elocutio/Style	3	6.29-6.40	- Semi-formal language style
			9.45-9.55	- Semi-formal language style
			17.11-17.39	- Semi-formal language style
4	Pronuntatio/Delivery	3	21.53 – 22.05	- No Notes
			40.04- 40. 25	- Body movements
			56.25-56.38	- Sitting position
5	Memoria/Memory	2	16.58 – 17.11	- Reminds about dhikr

From the table above, it can be seen that there are 5 stages of rhetoric in Ustad Abdul Somad's lecture on his YouTube channel regarding "Strengthening the Spirit of Unity" which will be discussed and described as follows:

### **Inventio/Discovery**

The speaker's background is the first thing that listeners pay attention to, followed by the approach and information conveyed to the audience. Therefore, to attract the attention of the audience, a speaker needs to provide convincing arguments. According to Zaini (2017), forming or compiling arguments related to the purpose of the speech is called discovery. Most people define discovery as the collection of facts and expertise that a speaker brings to a speaking situation.

In delivering a speech about the spirit of monotheism, Ustadz Abdul Somad had prepared and planned the concept of the material presented. In this research, 2 parts of the discovery were found in the lecture. According to Sulistyarini & Anna (2020), the discovery section is marked by the speaker formulating objectives and collecting material (arguments) that are appropriate to the topic or theme and in accordance with the needs of the audience. Ustadz Abdul Somad prepared arguments to strengthen his presentation. The first is related to conceptualizing the mind or soul, before Ustadz Abdul Somad explains how a soul has monotheism, Ustadz Abdul Somad first conceptualizes the urgency of the spiritual or soul. You can listen to the video duration 12.15-12.34 regarding the concept of soul or spirituality in the following quote:

*Islam datang untuk memperhatikan yang zahir dan bathin, beberapa hadis hanya memperhatikan yang bathin saja, yaitu Allah tidak melihat badan*

*kamu, Allah tidak melihat rupamu, Yang dilihat Allah adalah hati dan bathin kamu.*

To confirm his views and solidify the theme he was carrying, Ustadz Abdul Somad provided reinforcement for the Jiwa argument he was carrying. In discussing the soul, Ustadz Abdul Somad emphasized in accordance with the hadith that the soul is the most important thing that Allah pays attention to. Allah does not pay attention to the body or physique or in Arabic it is Zahir but what Allah pays attention to is the Mind. What this means is that Allah judges and rewards a person's activities based on what is in his heart, not based on his appearance.

Furthermore, during the duration of 19.40-20.04, Ustadz Abdul Somad also emphasizes and strengthens his lecture on dhikr, a soul with tawheed is a soul that always remembers Allah and performs dhikr, one form of dhikr is Istigfar, to support this statement and convince the audience, Ustad Abdul Somad adding an explanation regarding the priority of istigfar according to the hadith, can be seen in the following lecture excerpt:

*3 keutaman Istigfar menurut hadis yaitu segala kesempatan hidup diberi solusi dan jalan keluar, segala kesusahan Allah lapangkan, Allah beri rezeki dari jalan yang tak disangka-sangka*

According to Trilaksono et al. (2021) that the general public is attracted to someone who preaches with the support of specific examples from the Koran and hadith. This then becomes an important element that can arouse the audience's interest in paying attention and understanding the material being presented.

### **Dispositio/Arrangement**

In the preparation section, a speaker or communicator will organize his speech and lecture in three ways, consisting of an introduction, body and conclusion (Sulistyarini & Anna, 2020). When Ustadz Abdul Somad delivered his lecture on the soul of monotheism, he fulfilled these three elements. The introductory part was marked by the beginning of his lecture, Ustadz Abdul Somad opening the lecture by saying greetings, thanks to Allah and blessings to the Prophet Muhammad saw. This is done as is generally done by a Muslim or Muslim community when opening a conversation. This can be heard at duration 2.15-2.23 on the YouTube channel with the following quote:

*Assalamualaikum warahmatullahi wabarakatuh. Alhamdulillah. Allahumma Sholli A'la Sayyidina Muhammad Waalaalihi syaidina Muhammad.*

After Ustadz Abdul Somad started and opened the lecture by saying an opening greeting, then continued with the initial part, according to Sulistyarini & Anna (2020) the initial part was marked by an introduction to the topic or theme that he wanted to convey, in this case Ustadz Abdul Somad continued to convey about people who are steadfast. by keeping quiet and always being in the mosque and protecting yourself from what is haram. After conveying this, Ustad Abdul Somad conveyed the theme of his lecture. After that Ustad Abdul Somad delivered an introduction about spirit or soul. This can be heard at duration 4.51-5.22 on his YouTube channel with the following quote:

*Sebelum islam datang, nenek moyang orang melayu sudah tahu bahwa badan kita terbagi 2 ada yang Nampak dan tak Nampak. Yang Nampak Namanya badan atau jasmani, yang tak Nampak itu jiwa. Setelah islam datang*

*digunakan Bahasa arab disebut Roh atau berhembus.*

After explaining the difference between physical and spiritual, and explaining the urgency of the spiritual, proceed to the middle part or torso. According to Sulistyarini & Anna (2020), it is characterized by presenting topics that are discussed in depth, in this section all information related to the theme will be presented. Ustad Abdul Somad continued his lecture in essence according to the theme raised. This is included in the torso (problem) with the following quote:

*Pengukuhan jiwa yang bertauhid, tauhid maknanya satu, kapan jiwa bertauhid? Yaitu sebelum roh masuk ke dalam jasad. Ketika Allah mengumpulkan semua roh dan Allah bertanya kepada roh, bukankan Aku adalah Tuhanmu? Roh menjawab ya kami bersaksi bahwa kamu adalah Tuhan kami. Kamu hanya menyembah Allah dan tidak menyembah yang lain.*

After explaining in detail about the spirit of monotheism, Ustadz Abdul Somad closed the conversation marked by stating that he had changed the main idea with different sentences and words. At the end of the lecture, Ustadz Abdul Somad reminded us that a soul that has monotheism is a soul that always makes dhikr and always remembers Allah. The quote is as follows:

*Orang-orang yang banyak berzikir dan mengingat Allah, dan perempuan-perempuan, jika biasanya perempuan tidak disebutkan maka dalam zikir perempuanpun ikut disebutkan, istri berzikir, suami berzikir, anak-anak berzikir, masyarakat berzikir, Allah kuatkan bathin yang bertauhid. InsyaAllah.*

Asriadi (2020) stated that the aim at the beginning was to attract the listener's attention and provide a more thorough introduction to the topic being discussed. The issues being discussed are presented in more detail in the middle section. All data is provided in this section to strengthen the argument. The final section provides a summary of the subject matter along with supporting data. How to compose, manage and organize the content of the message you want to broadcast or convey is outlined in the three points above. The goal is to pique the listener's interest and keep them engaged throughout the conversation. In addition, the listener should be impressed by the conclusion that includes the results and their continuation. In line with the opinion of Alvino (2021) that if rhetoric and da'wah are combined, both refer to the art of speaking to encourage and invite audiences or the general public to follow religious teachings which are supported by convincing evidence.

### Elocutio/Style

Language style is an important component in rhetorical devices, but is not the main (primary) component. The language used in writing and speaking is an inseparable unit. The style used by Ustadz Abdul Somad in delivering lectures is characterized by always wearing white Muslim clothing wrapped in a turban that extends downwards and wearing a black cap. This Kampar-born Ustadz always uses a Malay accent when delivering his lectures and is accompanied by a humorous nature that invites laughter and laughter from his listeners. His lectures are always related to everyday life. In the 6.29-6.40 duration, Ustad Abdul Somad uses a non-formal language style by combining Indonesian with Malay. The quote is as follows:

*Makenye orang meninggal dunia matenye terbuka melihat ruh keluar. Dan yang menutup mate orang yang*

*meninggal bukan istri, sebab istripun takut menengok mate suami terbuka,*

Based on the data above, it can be seen that the words *matenye* and *menengok* are uses of the Malay accent. Furthermore, in the 9.45-9.55 duration there is a lecture style that contains humor and non-formal language, here is the excerpt:

*Manusia diikat dengan akal, hewan diikat dengan tali, kalau ade manusia yang tak berakal, ikatlah die dengan tali.*

From the data above, it can be seen that the style used is an informal style which is characterized by the sentence if there is a person who has no sense, tie him up with a rope. Logically, reason cannot be tied with a rope, but Ustad Abdul Somad compared humans to animals. Next, for the duration of 17.11-17.39, ustadz Abdul Somad delivered his lecture in a humorous style. The quote is as follows:

*Orang yang tidak berzikir berarti dia mati, kalau berzikir kita hidup, kalau tidak berzikir kita mati, puan jika suaminya dirumah berzikir, berarti selama ini berumah tangga dengan orang hidup, jika suami tidak berzikir berarti selama ini ayah dari anak-anak zombie.*

From the data above, it can be seen that the humorous style is characterized by the word *zombie*, where if the husband does not make *dhikr* it means he is not a living person but like a dead person or *zombie*. According to Irfan & Aini (2019) the ability to communicate effectively in social situations is known as rhetoric, and is a skill and art. Speaking effectively does not only mean having a smooth and contentless speech pattern, but also means having the capacity to influence each person individually to achieve the desired result.

### Pronuntatio/Delivery

Speech delivery techniques can sometimes be based on a pre-written outline or can be given impromptu without using notes. According to Zaini (2017), delivery is related to a speaker's nonverbal presentation regarding delivery. covers a wide range of actions, including body language, facial expressions, eye contact, voice inflection, spelling, clarity of pronunciation, dialect, and physical attributes.

According to Sulistyarini & Anna (2020), delivery is characterized by coordination between voice and body contact. Ustadz Abdul Somad has a relaxed and matter-of-fact speaking style, his voice is firm and clear with a Malay accent, and sometimes punctuated with humor. When speaking, always make eye contact with the audience and occasionally make hand movements. In his lecture on the spirit of monotheism, Ustadz Abdul Somad delivered a lecture in a sitting position. The following is an excerpt from Ustadz Abdul Somad's lecture from 21.53-22.05:

أَيُّهَا الَّذِينَ آمَنُوا اذْكُرُوا اللَّهَ ذِكْرًا كَثِيرًا

Wahai orang yang beriman, berzikirlah untuk mengingat Allah, dan sebanyak banyaknya, tak terhingga

When conveying verses from the Koran and hadith, Abdul Somad conveys them by breaking up the verses, then translating the meaning so that it can be understood by the congregation or listeners. The following is also a quote related to delivery:

Makna jiwa yang bertauhid adalah mengingat Allah, angkat kedua tangan luruskan tauhid lalu ucapkan Allahu Akbar (Allah Maha Besar).

Setan datang dari 4 arah, yaitu setan datang dari hadapan, dari belakang,

dari kanan dan dari kiri, setan juga datang dari atas, bawah, luar, dan dalam.

Below is also a picture of Ustadz Abdul Somad's body gestures and facial expressions when delivering a lecture:



Figure 2. Body Gestures and Facial Mimics

According to Asriadi (2020) that harmony between voice intonation and body language is another important thing that needs to be considered when trying to convey a message to the audience so that they pay attention and accept it. When a sentence or piece of information is important, emphasize or repeat it, then use body language that supports the meaning of the message. with cheerful body language, as well as encouragement, demands, invitations, etc.

In line with the opinion of Kurniawati & Ajhuri (2022) that understanding rhetoric by a preacher is very important in Islamic da'wah because it allows the preacher to convey the message effectively, master the subject matter, and train the mad'u to pay attention and understand the da'wah to effectively fulfill the vision and preacher's mission.

In line with research by Yanuar & Adlani (2019) that Ustadz Abdul Somad also used hand signals, one of which was clenching his fists while shouting, "Takbiiiiirr.!!" in an effort to raise the enthusiasm of the congregation when conveying the message of da'wah. Ustadz



Abdul Somad's hand gestures were used to demonstrate shouting the phrase "takbir.!!" .

### Memoria/Memory

The listener is the main focus during the memory stage, not the speaker. A memorable speech is a speech that leaves a deep impression on the listener. Ustadz Abdul Somad has a unique method of helping his listeners remember the lessons he conveys. According to Zaini (2017), memory refers to the speaker's internal storage of learning, environment and style elements.

In the lecture delivered by Ustadz Abdul Somad regarding the soul of monotheism, it can be seen that he has a strong memory or memory regarding the material presented, the material presented is accompanied by hadith and verses from the Koran, apart from that the content of the lecture delivered is related to everyday life - day so it is easy for listeners to remember and understand. The following is an excerpt from a lecture containing memory:

*Orang yang berzikir itulah orang yang hidup, orang yang tak berzikir maka dia mati.*

Furthermore, in the duration 30.01-34.48 there is a repeating call with the following quote:

*Orang yang bertauhid, jiwanya akan tenang, karena yang membuat dia senang adalah Allah, yang mendatangkan kesusahan adalah Allah, yang membuat kelapangan juga Allah dan kesempatan juga Allah, itulah tauhid. Siapa yang mengenal tauhid, maka mengenal dunia, maka dunia terasa ringan, sehingga ujian hidup terasa ringan, mudahan kita istiqomah dalam tauhid, mati dalam keadaan Lailahaillallah, dan jangan lupa berzikir.*

According to Ardiansyah (2022), at this stage the speaker needs to organize the information he is talking about so he can remember what he wants to convey. This stage is the most crucial stage for the speaker's performance when giving a speech in front of an audience because memory has a big influence on the content of the speaker's speech. In line with Pramesthi (2023) that the seven members of BTS have a memory canon because according to research, each member speaks fluently and is eloquent enough to express their experiences and motives. Apart from that, speakers also need to prepare themselves well to support the fluency of their speech; This is justified as there is no nervousness or error in the information provided.

### CONCLUSION

Ustadz Abdul Somad, in delivering a lecture with the theme "Strengthening the Spirit of Unity" via the Ustadz Abdul Somad Official Youtube channel which was broadcast on July 10 2024, has generally applied five stages of rhetoric consisting of invention, despositio (arrangement), elocution (style). ), pronuntatio (delivery), and memoria (remembering). In order for a preacher or lecturer to convey his message effectively and attract the attention of his audience, he must use this stage of rhetoric. Strong rhetorical skills can also come from innate abilities, such as experience speaking in front of large audiences. As a result, Ustadz Abdul Somad's rhetoric uses natural and spontaneous language when lecturing. Even though it is done impromptu and unplanned, it still adheres to the correct language pronunciation guidelines.

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